

# LYNCHBURG CITY COUNCIL

## Agenda Item Summary

MEETING DATE: **October 26, 2004 Work Session**

AGENDA ITEM NO.: 4

CONSENT:

REGULAR: **X**

CLOSED SESSION:

(Confidential)

ACTION: **X**

INFORMATION:

ITEM TITLE: **Marketing Project**

### RECOMMENDATION:

Endorse the efforts of Communications and Marketing in leading a marketing project that includes the formation of a Marketing Task Force, the performance of a gap analysis of current marketing efforts by identified stakeholders, and the creation of a City Marketing Plan.

### SUMMARY:

On February 27, 2001, City Council appropriated \$55,000 from the General Fund Reserve for Contingencies to support the implementation of the Marketing Task Force recommendations that included the update of the City's website. The new website was launched in September 2004.

During the discussion concerning the results of the citizens' survey at City Council's Annual Retreat in August 2004, several members of City Council expressed an interest in improving/expanding the City's marketing efforts. This same interest has been expressed at other City Council Work Sessions and discussions. In response, the Department of Communications and Marketing is proposing to launch a marketing project that would include the formation of a Marketing Task Force. The project will involve stakeholders that are currently marketing the City of Lynchburg, including the Lynchburg City Schools, local colleges, Lynch's Landing, Lynchburg Regional Chamber of Commerce, the Office of Economic Development, the Region 2000 Marketing Committee and others. The project would include a gap analysis to identify and quantify current marketing efforts of all stakeholders; identify and examine any gaps; and identify cooperative opportunities. The expected outcome of the project includes increased awareness of all marketing efforts currently underway, identification and continuation of successful marketing efforts, and the creation of an effective, fiscally-responsible marketing plan for the City based on sound marketing concepts, achievable goals, and realistic expectations.

PRIOR ACTION(S): Council Appropriation on February 27, 2001

FISCAL IMPACT: N/A

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ATTACHMENT(S): none

REVIEWED BY: lkp